A3350-1

AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Johnson
312/984-5816

BEST OCTOBER EVER

FOR MAJOR HOME APPLIANCES

CHICAGO -- The major appliance industry shipped more that 3.4 million units in October -- the largest October shipment in history, reports the Association of Home Appliance Manufacturers (AHAM).

Total appliance shipments were 14.2% higher than the same month last year.

October was a record month for microwave ovens with shipments surpassing one million units. This was the first time in history that shipments in a single month reached the million-unit mark for any product.

More appliances (over 33.4 million units) were shipped during the first 10 months of 1984 than in any previous calendar year except 1973. Year-to-date shipments are just 2.4 million units short of the annual record of 35.8 million units. The industry expects to break that record this year.

Room air conditioners and microwave ovens, with increases of 58.8% and 57.5% respectively, led the pace of 1984 shipments through October. All products except freezers registered double-digit increases. However, the gains made by some products moderated in recent months. This leveling off is due, in part, to comparisons with the exceptionally strong 1983 performance and an overall slowdown in the economy.

(MORE)

Shipments are expected to remain at relatively high levels, but rates of increase will continue to moderate as compared to the prior year's high levels.

# # #

112084

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
October, 1984

	October 1984	October 1983	% Change	Calendar Year to Date 1984	1983	% Change
ALL MAJOR APPLIANCES**	3,451.7	3,022.8	+14.2%	33,449.3	27,118.3	+23.3%
ROOM AIR CONDITIONERS	36.1	32.0	+12.8	2,938.8	1,850.9	+58.8
DEHUMIDIFIERS	1.9	(.4)	+575.0	573.2	425.3	+34.8
DISHWASHERS - TOTAL	323.8	320.7	+ 1.0	2,965.5	2,556.3	+16.0
Built-In	300.4	296.3	+ 1.4	2,767.7	2,346.7	+17.9
Portable	23.4	24.4	- 4.1	197.8	209.5	- 5.6
DISPOSERS	361.0	338.5	+ 6.6	3,408.4	2,917.1	+16.8
COMPACTORS	17.3	14.5	+19.3	150.6	127.1	+18.5
REFRIGERATION - TOTAL	592.5	603.1	- 1.8	6,402.2	5,882.6	+ 8.8
Refrigerators	505.4	511.6	- 1.2	5,271.8	4,701.5	+12.1
Freezers - Total	87.1	91.5	- 4.8	1,130.5	1,181.0	- 4.3
Upright	47.6	50.1	- 5.0	551.5	556.2	- 0.8
Chest	39.5	41.4	- 4.6	579.0	624.9	- 7.3
ELECTRIC RANGES - TOTAL	287.3	265.6	+ 8.2	2,600.7	2,287.3	+13.7
Free Standing	235.2	212.0	+10.9	2,107.9	1,822.1	+15.7
Built-In	52.1	53.6	- 2.8	492.8	465.2	+ 5.9
MICRO. OVENS/RANGES***	1,006.4	735.5	+36.8	7,186.7	4,564.3	+57.5
HOME LAUNDRY - TOTAL	847.0	734.8	+15.3	7,410.3	6,677.6	+11.0
Washers - Total	465.2	411.8	+13.0	4,318.8	3,946.2	+ 9.4
Automatic	465.2	406.1	+14.6	4,318.8	3,886.4	+11.1
Wringer & Other	#	5.7	#	#	59.8	#
Dryers - Total	381.8	323.0	+18.2	3,091.5	2,731.4	+13.2
Electric	302.6	254.8	+18.8	2,464.1	2,176.2	+13.2
Gas	79.2	68.2	+16.1	627.5	555.2	+13.0

** Numbers do not add because of overlapping product category
*** Includes U.S. produced and imported microwave ovens and combination microwave oven/ranges
# Seried discontinued

M3301

AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Johnson
312/984-5816

MAJOR APPLIANCES HAVE BEST YEAR EVER
WITH ONE MONTH STILL TO GO

CHICAGO -- The major appliance industry set a new annual shipment record in just 11 months, according to the Association of Home Appliance Manufacturers (AHAM).

"Over 36.5 million units were shipped in the first 11 months of this year," reports AHAM President Robert Holding. "That's almost 700,000 units more than the previous 1973 record of 35.8 million units, and there's still another month to go."

A stable economy, high consumer confidence, and unusually strong replacement demand were the driving forces behind this year's new record. A favorable economy tends to encourage appliance replacement, and AHAM expects replacement demand to remain strong.

1984's momentum pushed the year-to-date shipments ahead of last year's same period by 6.6 million units (22.2%). Outstanding year-to-date gains were reported for:

* microwave ovens, up 2.9 million units (57.6%),
* room air conditioners, up one million units (57.1%),
* refrigerators, up 524,500 units (10.2%) and

(MORE)

* disposers, up 511,800 units (15.7%).

In fact, shipments of all products except freezers already surpass their 1983 totals and show double-digit gains in year-to-year comparisons.

For the first time in history, November's shipment exceeded 3 million units. November marked the 10th time in the last 11 months that monthly shipments have exceeded 3 million units.

# # #

121984

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
November, 1984

	November 1984	November 1983	% Change	Calendar Year to Date 1984	Calendar Year to Date 1983	% Change
ALL MAJOR APPLIANCES**	3,093.7	2,787.3	+11.0%	36,546.7	29,905.6	+22.2%
ROOM AIR CONDITIONERS	50.6	52.0	- 2.7	2,989.4	1,902.9	+57.1
DEHUMIDIFIERS	7.5	4.4	+70.5	580.7	429.7	+35.1
DISHWASHERS - TOTAL	271.4	313.3	-13.4	3,236.9	2,869.6	+12.8
Built-In	248.5	287.9	-13.7	3,016.2	2,634.6	+14.5
Portable	22.9	25.4	- 9.8	220.7	234.9	- 6.0
DISPOSERS	362.9	346.1	+ 4.9	3,775.0	3,263.2	+15.7
COMPACTORS	14.3	13.6	+ 5.1	164.8	140.7	+17.1
REFRIGERATION - TOTAL	468.2	511.5	- 8.5	6,870.4	6,394.1	+ 7.4
Refrigerators	387.6	433.3	-10.5	5,659.4	5,134.9	+10.2
Freezers - Total	80.6	78.2	+ 3.1	1,211.0	1,259.2	- 3.8
Upright	42.1	40.8	+ 3.2	593.6	597.0	- 0.6
Chest	38.4	37.4	+ 2.7	617.4	662.2	- 6.8
ELECTRIC RANGES - TOTAL	252.1	254.5	- 0.9	2,852.9	2,541.8	+12.2
Free Standing	207.6	201.0	+ 3.2	2,315.5	2,023.1	+14.5
Built-In	44.5	53.5	-16.8	537.4	518.7	+ 3.6
MICRO. OVENS/RANGES***	986.5	622.2	+58.6	8,173.2	5,186.5	+57.6
HOME LAUNDRY - TOTAL	698.0	690.1	+ 1.1	8,108.3	7,367.7	+10.1
Washers - Total	389.1	377.1	+ 3.2	4,707.9	4,323.4	+ 8.9
Automatic	389.1	372.7	+ 4.4	4,707.9	4,259.0	+10.5
Wringer & Other	#	4.5	#	#	64.3	#
Dryers - Total	308.9	312.9	- 1.3	3,400.5	3,044.3	+11.7
Electric	245.2	245.6	- 0.2	2,709.3	2,421.9	+11.9
Gas	63.7	67.3	- 5.3	691.2	622.5	+11.0

** Numbers do not add because of overlapping product category
*** Includes U.S. produced and imported microwave ovens and combination microwave oven/ranges
# Series discontinued

A3350-1

NEWS RELEASE

AHAM

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Johnson
312/984-5816

BEST DECEMBER AND 4TH QUARTER WRAP UP RECORD YEAR FOR HOME APPLIANCES

CHICAGO -- The major appliance industry shipped more than 2.8 million units in December and 9.4 million units in the fourth quarter -- the largest shipments ever in history for a December and fourth quarter, report the Association of Home Appliance Manufacturers (AHAM).

Shipments were up 12.7% in December and 12.9% in the fourth quarter, compared to the same 1983 periods.

"Fourth quarter figures were particularly gratifying because they exceeded the previous record set a year ago," commented AHAM President Robert Holding. "We opened 1984 expecting a 'second best' year, then upgraded the forecast in the spring, but we didn't expect to beat the previous annual record by 3.6 million units."

1984 shipments exceeded 39.4 million units, surpassing the previous record of 35.8 million units set in 1973. Microwave ovens (9.1 million units) powered the industry to a new record, accounting for more than one-fifth of the total 1984 shipments.

Several more records were established in 1984:

- Monthly shipments were at record levels for every month except April, which was the second best April ever.
- In ten of the 12 months, shipments exceeded three million units.

(MORE)

Previously, only six months ever reached that mark in a single year.

- Shipments reached record levels for each quarter -- 9.6 million, 10.6 million, 9.6 million and 9.4 million units respectively.
- Two products -- food disposers and microwave ovens -- set annual shipment records. Disposers surpassed 4 million units for the first time, and microwave ovens claimed the largest annual shipment of any home appliance in history.

Total shipments for the year were up by 21.5% over 1983, an increase of almost 7 million units.

According to the current forecast, the appliance industry expects another strong year in 1985, with shipments reaching 39.8 million units.

# # #

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
December, 1984

	December 1984	December 1983	% Change	Calendar Year to Date 1984	Calendar Year to Date 1983	% Change	Calendar Quarter 1984	Calendar Quarter 1983	% Change
ALL MAJOR APPLIANCES**	2,885.5	2,560.7	+12.7%	39,446.4	32,466.3	+21.5%	9,448.8	8,370.8	+12.9%
ROOM AIR CONDITIONERS	113.4	98.6	+15.0	3,102.8	2,001.5	+55.0	200.1	182.6	+ 9.6
DEHUMIDIFIERS	10.3	7.4	+39.2	591.0	437.1	+35.2	19.7	11.5	+71.3
DISHWASHERS - TOTAL	253.8	251.5	+ 0.9	3,490.7	3,121.1	+11.8	849.0	885.5	- 4.1
Built-In	228.8	224.0	+ 2.1	3,245.1	2,858.6	+13.5	777.8	808.1	- 3.7
Portable	24.9	27.6	- 9.8	245.6	262.5	- 6.4	71.2	77.4	- 8.0
DISPOSERS	302.5	281.2	+ 7.6	4,086.7	3,544.4	+15.3	1,039.4	965.8	+ 7.6
COMPACTORS	17.5	16.0	+ 9.4	182.4	156.7	+16.4	49.2	44.1	+11.6
REFRIGERATION - TOTAL	405.0	423.7	- 4.4	7,274.8	6,817.8	+ 6.7	1,465.0	1,538.3	- 4.8
Refrigerators	334.7	341.6	- 2.0	5,994.1	5,476.5	+ 9.5	1,227.7	1,286.6	- 4.6
Freezers - Total	70.3	82.1	-14.4	1,280.7	1,341.3	- 4.5	237.3	251.8	- 5.8
Upright	37.5	42.1	-10.9	631.1	639.1	- 1.3	127.2	133.1	- 4.4
Chest	32.9	39.9	-17.5	649.6	702.2	- 7.5	110.1	118.7	- 7.2
ELECTRIC RANGES - TOTAL	220.7	211.8	+ 4.2	3,073.5	2,753.6	+11.6	760.1	731.9	+ 3.9
Free Standing	180.6	167.4	+ 7.9	2,496.1	2,190.5	+14.0	623.3	580.3	+ 7.4
Built-In	40.1	44.4	- 9.7	577.5	563.1	+ 2.6	136.8	151.6	- 9.8
MICRO. OVENS/RANGES***	953.0	746.7	+27.6	9,132.2	5,933.2	+53.9	2,951.9	2,104.3	+40.3
HOME LAUNDRY - TOTAL	624.5	541.8	+15.3	8,732.9	7,909.5	+10.4	2,169.6	1,966.7	+10.3
Washers - Total	340.7	292.3	+16.6	5,048.6	4,615.6	+ 9.4	1,195.1	1,081.2	+10.5
Automatic	340.7	287.3	+18.6	5,048.6	4,546.4	+11.0	1,195.1	1,066.1	+12.1
Wringer & Other	#	5.0	#	#	69.3	#	#	15.1	#
Dryers - Total	283.8	249.6	+13.7	3,684.3	3,293.9	+11.9	974.5	885.5	+10.1
Electric	221.4	200.1	+10.6	2,930.6	2,622.0	+11.8	769.1	700.5	+ 9.8
Gas	62.4	49.5	+26.1	753.6	671.9	+12.2	205.3	185.0	+11.0

** Numbers do not add because of overlapping product category
*** Includes U.S. produced and imported microwave ovens and combination microwave oven/ranges
# Series discontinued

A3350-1

AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Johnson
312/984-5816

NEW JANUARY RECORD

FOR HOME APPLIANCE SHIPMENTS

CHICAGO -- The major home appliance industry opened 1985 with the best January in history.

According to the Association of Home Appliance Manufacturers (AHAM), over 3.3 million major appliances were shipped in January, surpassing last year's previous high by 160,000 units.

Microwave ovens and food disposers, which set annual shipment records last year, continued strong in the first month of 1985. For microwave ovens (858,200 units), it was the best January ever, and for disposers (372,900 units), it was a tie with the best month in history.

"January's excellent performance reflects the industry's expectations for appliance shipments in the coming months," comments AHAM President Robert Holding. "We're looking forward to another strong year, with monthly shipments hovering around 1984's record levels."

The current industry forecast calls for 39.8 million units in 1985, about 400,000 units more than were shipped last year.

January shipments of home comfort appliances were up 31.7% over one year earlier, with more than 209,000 room air conditioners and 39,000 dehumidifiers shipped.

(MORE)

Down slightly from record January highs last year were shipments of home laundry and food preservation products, yet it was the best such month for gas dryers (78,300 units) since 1973, and upright freezers (56,400 units) since 1980.

While shipments are likely to remain near record unit levels, percentage increases will be moderate because of comparisons to the high levels during 1984.

# # #

022085

MAJOR HOME APPLIANCE FACTORY SHIPMENTS — THOUSANDS OF UNITS
(Domestic Plus Export)
January, 1985

	January 1985	January 1984	% Change
ALL MAJOR APPLIANCES**	**3,389.0**	**3,228.8**	**+ 5.0%**
COOKING - TOTAL	**1,098.7**	**924.7**	**+18.8**
ELECTRIC RANGES - TOTAL	256.9	260.3	- 1.3
Free Standing	207.3	207.6	- 0.1
Built-In	49.5	52.7	- 6.1
Microwave Ovens/Ranges	858.2	683.6	+25.5
HOME LAUNDRY - TOTAL	**810.4**	**845.8**	**- 4.2**
Automatic Washers	450.7	479.4	- 6.0
DRYERS - TOTAL	359.7	366.4	- 1.8
Electric	281.4	292.4	- 3.8
Gas	78.3	74.0	+ 5.8
KITCHEN CLEAN UP - TOTAL	**684.7**	**686.6**	**- 0.3**
Disposers	372.9	352.8	+ 5.7
DISHWASHERS - TOTAL	295.4	318.7	- 7.3
Built-In	270.3	290.5	- 7.0
Portable	25.0	28.3	-11.7
Compactors	16.5	15.0	+10.0
FOOD PRESERVATION - TOTAL	**546.9**	**583.3**	**- 6.2**
Refrigerators	437.1	474.2	- 7.8
FREEZERS - TOTAL	109.7	109.1	+ 0.5
Chest	53.4	56.7	- 5.8
Upright	56.4	52.4	+ 7.6
HOME COMFORT - TOTAL	**248.3**	**188.5**	**+31.7**
Room Air Conditioners	209.2	167.6	+24.8
Dehumidifiers	39.1	20.9	+87.1
GAS RANGES***	**126.1**	**131.6**	**- 4.2**

** Numbers do not add because of overlapping product categories
*** Source: GAMA. Not included in cooking total or total shipments

A3350-1

AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Johnson
312/984-5816

SECOND BEST FEBRUARY
FOR HOME APPLIANCE SHIPMENTS

CHICAGO -- February shipments of major household appliances exceeded 2.9 million units for the second time in history, reports the Association of Home Appliance Manufacturers (AHAM).

In fact, monthly shipments nearly equaled the record set in February 1984. Total shipments were down a mere 0.7%, just 21,000 units shy of last year's record-setting level.

"The figures tend to confirm industry's forecast for a near-record year or another new record," commented AHAM President Robert Holding.

Shipments this year will generally remain high, but unit comparisons of 1985 shipments to last year's record levels are expected to show only moderate percentage changes. That pattern was evident for shipments of home laundry and kitchen cleanup products and most cooking appliances.

Microwave ovens (598,000 units) continued their strong penetration of the market with the largest February shipments ever. Product shipments increased by 14.1%.

Home comfort appliances in February were up 7.9% over one year earlier due to increased shipments of room air conditioners (276,600 units) and dehumidifiers (78,300 units). Dealers began restocking both seasonal

(MORE)

products for the warm humid weather ahead.

Shipments of food preservation appliances declined 16.2%, primarily because of consumer reluctance to buy refrigerators and other big ticket items while borrowing remains at high levels. Freezer shipments, which have been sluggish for some time now, will probably remain slow so long as food prices hold the line.

# # #

032185

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
February, 1985

	February 1985	February 1984	% Change	Calendar Year to Date 1985	1984	% Change
ALL MAJOR APPLIANCES**	**2,948.7**	**2,969.7**	**- 0.7%**	**6,341.7**	**6,198.5**	**+ 2.3%**
COOKING - TOTAL	**800.7**	**743.6**	**+ 7.7**	**1,899.4**	**1,668.2**	**+13.9**
ELECTRIC RANGES - TOTAL	216.6	236.8	- 8.5	473.5	497.0	- 4.7
Free Standing	176.6	184.1	- 4.1	383.0	391.6	- 2.0
Built-In	40.0	52.7	-24.1	89.5	105.4	-15.1
MICROWAVE OVENS/RANGES	598.3	524.5	+14.1	1,456.5	1,208.1	+20.6
HOME LAUNDRY - TOTAL	**739.5**	**758.1**	**- 2.5**	**1,550.0**	**1,603.9**	**- 3.4**
AUTOMATIC WASHERS	416.0	427.2	- 2.6	866.8	906.6	- 4.4
DRYERS - TOTAL	323.5	331.0	- 2.3	683.2	697.3	- 2.0
Electric	253.1	259.4	- 2.4	534.5	551.8	- 3.1
Gas	70.4	71.6	- 1.7	148.7	145.6	+ 2.1
KITCHEN CLEAN UP - TOTAL	**623.8**	**626.3**	**- 0.4**	**1,312.4**	**1,312.8**	**--**
DISPOSERS	353.0	358.8	- 1.6	729.9	711.6	+ 2.6
DISHWASHERS - TOTAL	259.1	253.0	+ 2.4	554.4	571.7	- 3.0
Built-In	233.7	233.1	+ 0.3	504.0	523.5	- 3.7
Portable	25.4	19.9	+27.6	50.4	48.2	+ 4.6
COMPACTORS	11.7	14.5	-19.3	28.2	29.5	- 4.4
FOOD PRESERVATION - TOTAL	**429.9**	**512.9**	**-16.2**	**976.8**	**1,096.2**	**-10.9**
REFRIGERATORS	356.8	412.8	-13.6	794.0	887.0	-10.5
FREEZERS - TOTAL	73.1	100.1	-27.0	182.8	209.1	-12.6
Chest	36.8	53.8	-31.6	90.1	110.4	-18.4
Upright	36.3	46.3	-21.6	92.7	98.7	- 6.1
HOME COMFORT - TOTAL	**354.9**	**328.8**	**+ 7.9**	**603.1**	**517.3**	**+16.6**
ROOM AIR CONDITIONERS	276.6	261.8	+ 5.7	485.8	429.4	+13.1
DEHUMIDIFIERS	78.3	67.0	+16.9	117.4	87.9	+33.6
GAS RANGES***	**130.3**	**133.1**	**- 2.1**	**258.3**	**264.7**	**- 2.4**

** Numbers do not add because of overlapping product categories.
*** Source: GAMA. Not included in cooking total or total shipments.

A3350-1

AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Johnson
312/984-5816

BEST FIRST QUARTER
FOR MAJOR HOUSEHOLD APPLIANCES

CHICAGO -- The major appliance industry shipped 10.2 million units in the first quarter, the largest first quarter shipment in history, reports the Association of Home Appliance Manufacturers (AHAM).

Year-to-date shipments were 5.8% higher than the prior first quarter record set just last year.

A 35% increase in microwave oven shipments is the main reason for 1985's new first quarter record. Year-to-date microwave oven shipments surpassed 2.5 million units, primarily because of the exceptionally large 1.1-million-unit March shipment.

Microwave ovens shipments were up 60% in March, but the Association issued a caution concerning the interpretation of the data. A backlog in processing paperwork for some imported products by government agencies contributed to the artificially high shipment figure. Import statistics compiled by the U.S. Census Bureau are used in developing industry shipment data.

While the degree of distortion in March microwave oven data is not known, AHAM believes that year-to-date figures provide reasonably accurate data for a comparison to prior years.

(MORE)

Increased demand for seasonal home comfort appliances also contributed to the new record quarter. Year-to-date room air conditioner shipments (1 million units) were up almost 9%, and dehumidifiers (230,000 units), up almost 35%.

Total shipments in March exceeded 3.8 million units -- 12.2% more than were shipped in the same month last year.

# # #

041885

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
March, 1985

	March 1985	March 1984	% Change	Calendar Year to Date 1985	1984	% Change
ALL MAJOR APPLIANCES**	**3,888.4**	**3,466.9**	**+12.2%**	**10,224.8**	**9,665.4**	**+ 5.8%**
COOKING - TOTAL	**1,344.0**	**938.4**	**+43.2**	**3,243.4**	**2,606.6**	**+24.4**
ELECTRIC RANGES - TOTAL	240.9	259.5	- 7.2	714.3	756.6	- 5.6
Free Standing	195.1	210.5	- 7.3	579.0	602.1	- 3.8
Built-In	45.8	49.0	- 6.5	135.3	154.4	-12.4
MICROWAVE OVENS/RANGES	1,119.8	697.2	+60.6	2,576.3	1,905.3	+35.2
HOME LAUNDRY - TOTAL	**714.7**	**706.9**	**+ 1.1**	**2,264.6**	**2,310.9**	**- 2.0**
AUTOMATIC WASHERS	424.8	419.5	+ 1.3	1,291.5	1,326.1	- 2.6
DRYERS - TOTAL	289.9	287.4	+ 0.9	973.1	984.8	- 1.2
Electric	229.7	233.0	- 1.4	764.2	784.7	- 2.6
Gas	60.2	54.5	+10.5	208.9	200.0	+ 4.5
KITCHEN CLEAN UP - TOTAL	**653.3**	**667.7**	**- 2.2**	**1,960.4**	**1,980.6**	**- 1.0**
DISPOSERS	356.3	383.7	- 7.1	1,080.9	1,095.3	- 1.3
DISHWASHERS - TOTAL	283.5	272.2	+4.2	837.9	844.0	- 0.7
Built-In	266.5	255.4	+ 4.3	770.4	778.9	- 1.1
Portable	17.0	16.8	+ 1.2	67.5	65.0	+ 3.8
COMPACTORS	13.5	11.8	+14.4	41.6	41.3	+ 0.7
FOOD PRESERVATION - TOTAL	**533.5**	**566.7**	**- 5.9**	**1,510.3**	**1,662.9**	**- 9.2**
REFRIGERATORS	447.9	473.2	- 5.3	1,241.9	1,360.3	- 8.7
FREEZERS - TOTAL	85.6	93.5	- 8.5	268.4	302.7	-11.3
Chest	48.5	48.1	+ 0.8	138.6	158.6	-12.6
Upright	37.2	45.4	-18.1	129.8	144.1	- 9.9
HOME COMFORT - TOTAL	**642.9**	**587.2**	**+ 9.5**	**1,246.1**	**1,104.8**	**+12.8**
ROOM AIR CONDITIONERS	530.2	504.5	+ 5.1	1,016.0	933.9	+ 8.8
DEHUMIDIFIERS	112.7	82.7	+36.3	230.1	170.6	+34.9
GAS RANGES***	**158.4**	**154.5**	**+ 2.5**	**416.7**	**419.2**	**- 0.6**

** Numbers do not add because of overlapping product categories.
*** Source: GAMA. Not included in cooking total or total shipments.

A3350-1

AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Johnson
312/984-5816

RECORD APRIL FOR MAJOR HOUSEHOLD APPLIANCES

CHICAGO -- The major appliance industry shipped 3.5 million units for the largest April shipment in history, reports the Association of Home Appliance Manufacturers (AHAM).

"The industry expects to exceed 40 million units for a new shipment record this year," explains AHAM President Robert Holding. "Shipments to date tend to confirm that the industry's forecast is on target and a second, consecutive record-breaking year is well underway."

Year-to-date shipments are 7.4% ahead of the same period last year. To achieve the 1985 forecast of 40.3 million units, annual shipments must exceed 1984's by 2.2%.

In April alone, total shipments were 11.5% ahead of the same month last year.

April shipments increased for all products in three of the five major appliance categories: cooking, up 31.9%; home comfort, up 17.8%; and home laundry, up 13.7%. Monthly shipments were relatively level for food preservation appliances, but down for kitchen cleanup appliances.

The kitchen cleanup category is closely tied to housing completions, which were somewhat low in April because of slow housing starts last October. Home construction generally requires approximately six months

(MORE)

from start to finish, and housing starts were at their lowest 1984 level one-half year ago. The April drop in food disposer shipments reflects the combined effect of fewer housing completions and a comparison with the previous April's record shipment.

# # #

052085

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
April, 1985

	April 1985	April 1984	% Change	Calendar Year to Date 1985	1984	% Change
ALL MAJOR APPLIANCES**	**3,509.4**	**3,148.2**	**+11.5%**	**13,759.5**	**12,813.7**	**+ 7.4%**
COOKING - TOTAL	**1,059.9**	**803.3**	**+31.9**	**4,305.1**	**3,409.9**	**+26.3**
ELECTRIC RANGES - TOTAL	251.2	237.6	+ 5.7	967.5	994.2	- 2.7
Free Standing	205.7	192.5	+ 6.9	786.1	794.6	- 1.1
Built-In	45.6	45.1	+ 1.1	181.4	199.5	- 9.1
MICROWAVE OVENS/RANGES	826.6	584.3	+41.5	3,402.9	2,489.6	+36.7
HOME LAUNDRY - TOTAL	**697.7**	**613.8**	**+13.7**	**2,961.2**	**2,924.7**	**+ 1.2**
AUTOMATIC WASHERS	411.5	364.1	+13.0	1,703.1	1,690.2	+ 0.8
DRYERS - TOTAL	286.1	249.7	+14.6	1,258.2	1,234.5	+ 1.9
Electric	225.2	203.2	+10.8	988.3	987.9	--
Gas	61.0	46.5	+31.2	269.8	246.6	+ 9.4
KITCHEN CLEAN UP - TOTAL	**563.4**	**635.5**	**-11.3**	**2,545.1**	**2,616.0**	**- 2.7**
DISPOSERS	274.7	351.5	-21.8	1,377.0	1,446.8	- 4.8
DISHWASHERS - TOTAL	276.0	268.8	+ 2.7	1,113.9	1,112.7	+ 0.1
Built-In	258.4	250.3	+ 3.2	1,028.9	1,029.2	--
Portable	17.6	18.5	- 4.9	85.0	83.5	+ 1.8
COMPACTORS	12.6	15.3	-15.7	54.3	56.6	-4.1
FOOD PRESERVATION - TOTAL	**561.9**	**563.6**	**- 0.3**	**2,072.4**	**2,226.6**	**- 6.9**
REFRIGERATORS	471.8	466.6	+ 1.1	1,713.7	1,826.8	- 6.2
FREEZERS - TOTAL	90.1	97.1	- 7.2	358.7	399.7	-10.3
Chest	45.1	51.6	-12.6	183.9	210.2	-12.5
Upright	45.0	45.5	-1.1	174.9	189.6	- 7.8
HOME COMFORT - TOTAL	**626.6**	**532.0**	**+17.8**	**1,875.6**	**1,636.4**	**+14.6**
ROOM AIR CONDITIONERS	523.8	458.7	+14.2	1,543.1	1,392.6	+10.8
DEHUMIDIFIERS	102.7	73.2	+40.3	332.5	243.8	+36.4
GAS RANGES***	**125.1**	**136.0**	**- 8.0**	**547.5**	**555.2**	**- 1.4**

** Numbers do not add because of overlapping product categories.
*** Source: GAMA. Not included in cooking total or total shipments.

ASSOCIATION OF HOME APPLIANCE MANUFACTURERS
20 NORTH WACKER DRIVE • CHICAGO, ILLINOIS 60606
312-984-5800
GOVERNMENT RELATIONS: 1901 L STREET, N. W.
WASHINGTON, D. C. 20036; 202-466-3060

TRENDS AND FORECASTS
FACTORY UNIT SHIPMENTS (DOMESTIC + EXPORT) OF MAJOR APPLIANCES*

PRODUCT	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985**	1986**
Cooking - Total	3,134	4,132	5,003	5,497	5,555	5,917	6,509	5,935	8,478	11,985	12,534	12,430
ELECTRIC RANGES - TOTAL	2,082	2,463	3,011	3,217	3,000	2,530	2,328	2,036	2,754	3,074	3,132	3,171
Free Standing	1,568	1,762	2,194	2,336	2,244	1,975	1,829	1,619	2,190	2,496	2,553	2,584
Built-In	514	701	817	881	756	555	498	417	563	577	579	587
MICROWAVE OVEN/RANGES	1,052	1,749	2,157	2,501	2,807	3,608	4,422	4,071	5,933	9,132	9,632	9,496
Home Laundry - Total	7,098	7,665	8,486	8,659	8,516	7,727	7,342	6,746	7,910	8,733	8,886	9,007
WASHERS - TOTAL	4,228	4,492	4,933	5,038	4,965	4,550	4,365	4,019	4,616	5,049	5,148	5,220
Automatic	4,032	4,288	4,739	4,838	4,779	4,426	4,277	3,955	4,546	5,049	5,148	5,220
Wringer & Other	196	205	194	200	186	124	88	64	69	NA	NA	NA
DRYERS - TOTAL	2,870	3,173	3,553	3,621	3,551	3,177	2,977	2,727	3,294	3,684	3,739	3,787
Electric	2,198	2,466	2,817	2,865	2,783	2,494	2,337	2,143	2,622	2,931	2,970	3,004
Gas	672	708	736	757	768	682	640	584	672	754	769	783
Kitchen Clean Up - Total	5,015	5,905	6,574	7,169	7,098	5,935	5,854	5,098	6,822	7,758	7,858	7,776
DISPOSERS	2,080	2,516	2,941	3,312	3,317	2,962	3,179	2,780	3,544	4,085	4,125	4,130
DISHWASHERS - TOTAL	2,702	3,140	3,356	3,557	3,488	2,738	2,484	2,170	3,121	3,491	3,546	3,465
Built-In	1,947	2,337	2,705	2,971	2,984	2,354	2,193	1,956	2,859	3,245	3,317	3,245
Portable	755	803	651	586	504	384	291	214	262	246	230	221
COMPACTORS	233	249	277	300	293	235	191	148	157	182	187	181
Food Preservation - Total	7,034	6,358	7,305	7,411	7,642	6,875	6,549	5,704	6,818	7,275	7,293	7,271
REFRIGERATORS	4,577	4,817	5,707	5,890	5,701	5,124	4,944	4,364	5,477	5,994	6,027	6,000
FREEZERS - TOTAL	2,457	1,541	1,598	1,521	1,941	1,751	1,605	1,340	1,341	1,281	1,266	1,271
Chest	1,381	832	852	835	1,039	963	889	726	702	650	638	641
Upright	1,076	710	746	686	902	789	717	614	639	631	629	630
Home Comfort - Total	3,062	3,405	3,589	4,479	4,434	3,876	4,229	3,201	2,439	3,694	3,749	3,700
ROOM AIR CONDITIONERS	2,670	2,961	3,270	4,037	3,749	3,203	3,693	2,761	2,002	3,103	3,184	3,125
DEHUMIDIFIERS	392	444	319	442	685	673	536	440	437	591	565	575
All Major Appliances	25,344	27,466	30,957	33,215	33,244	30,330	30,482	26,683	32,466	39,444	40,320	40,184
Gas Ranges#	1,618	1,824	1,746	1,794	1,799	1,539	1,496	1,368	1,573	1,732	NA	NA

* 000 Omitted
** Forecasts as of February, 1985
\# Source: GAMA, not included in cooking total or total shipments

Total industry shipments may not add due to rounding and overlapping categories

5/14/85

A3350-1

AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Johnson
312/984-5816

NEW RECORD MONTH
FOR HOME APPLIANCE SHIPMENTS

CHICAGO -- The major appliance industry shipped over 4.1 million units in May for the largest monthly shipment in history, reports the Association of Home Appliance Manufacturers (AHAM).

May marked the only month that shipments have ever exceeded four million units. Total shipments were 14.2% higher than the same month last year.

Relatively stable consumer confidence levels coupled with late income tax refunds contributed to the record May shipment. It was the best month ever for dehumidifers (136,600 units) and the best May ever for microwave ovens (1,055,700 units), automatic washers (467,900 units) and disposers (359,800 units).

Microwave oven shipments were up nearly 50% in May, but the Association issued a caution concerning the interpretation of the data. A backlog in processing paperwork for some imported products by government agencies contributed to the artificially high shipment figure, and the degree of distortion in the microwave oven data is not known. Import statistics compiled by the U.S. Census Bureau are used in developing industry shipment data.

(MORE)

Compared to the same month last year, May shipments increased in four of the five major appliance categories: cooking appliances were up 36.6%; home comfort, up 10.1%; kitchen cleanup, up 9.7%; and home laundry, up 6.9%. Shipments of food preservation appliances, refrigerators and freezers, were down slightly.

Year-to-date shipments were 8.9% higher than the same period last year, the industry's record year. For 1985, the industry forecast calls for shipments to exceed 40 million units for the first time in history, which will establish a new annual shipment record.

# # #

061485

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
May, 1985

	May 1985	May 1984	% Change	Calendar Year to Date 1985	1984	% Change
ALL MAJOR APPLIANCES**	**4,181.7**	**3,663.2**	**+14.2%**	**17,943.2**	**16,476.9**	**+ 8.9%**
COOKING - TOTAL	**1,297.7**	**950.1**	**+36.6**	**5,602.9**	**4,360.0**	**+28.5**
ELECTRIC RANGES - TOTAL	260.5	263.2	- 1.0	1,228.0	1,257.4	- 2.3
Free Standing	213.4	211.6	+ 0.9	999.5	1,006.2	- 0.7
Built-In	47.1	51.6	- 8.7	228.5	251.1	- 9.0
MICROWAVE OVENS/RANGES	1,055.7	706.0	+49.5	4,458.5	3,195.6	+39.5
HOME LAUNDRY - TOTAL	**775.0**	**725.2**	**+ 6.9**	**3,736.2**	**3,649.9**	**+ 2.4**
AUTOMATIC WASHERS	467.9	435.9	+ 7.3	2,171.0	2,126.1	+ 2.1
DRYERS - TOTAL	307.1	289.3	+ 6.2	1,565.2	1,523.8	+ 2.7
Electric	245.9	228.6	+ 7.6	1,234.2	1,216.5	+ 1.5
Gas	61.2	60.7	+ 0.8	331.0	307.3	+ 7.7
KITCHEN CLEAN UP - TOTAL	**663.8**	**605.3**	**+ 9.7**	**3,208.3**	**3,221.4**	**- 0.4**
DISPOSERS	359.8	282.3	+27.5	1,737.3	1,729.1	+ 0.5
DISHWASHERS - TOTAL	285.5	307.5	- 7.2	1,399.4	1,420.2	- 1.5
Built-In	268.5	288.6	- 7.0	1,297.4	1,317.9	- 1.6
Portable	17.0	18.9	-10.1	102.0	102.4	- 0.4
COMPACTORS	18.5	15.5	+19.4	71.7	72.1	- 0.6
FOOD PRESERVATION - TOTAL	**676.2**	**684.0**	**- 1.1**	**2,748.5**	**2,910.6**	**- 5.6**
REFRIGERATORS	563.9	566.2	- 0.4	2,277.5	2,393.0	- 4.8
FREEZERS - TOTAL	112.3	117.8	- 4.7	471.0	517.6	- 9.0
Chest	59.5	62.8	- 5.3	243.3	273.0	-10.9
Upright	52.8	55.0	- 4.0	227.7	244.6	- 6.9
HOME COMFORT - TOTAL	**769.0**	**698.6**	**+10.1**	**2,647.2**	**2,335.0**	**+13.4**
ROOM AIR CONDITIONERS	632.4	588.0	+7.6	2,175.5	1,980.6	+ 9.8
DEHUMIDIFIERS	136.6	110.6	+23.5	471.8	354.5	+33.1
GAS RANGES***	**143.3**	**134.3**	**+ 6.7**	**691.1**	**567.1**	**+21.9**

** Numbers do not add because of overlapping product categories.
*** Source: GAMA. Not included in cooking total or total shipments.

A 3350-1

NEWS RELEASE

AHAM

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Johnson
312/984-5816

RECORD QUARTER AND HALF YEAR FOR MAJOR HOUSEHOLD APPLIANCES

CHICAGO -- The major appliance industry shipped more than 11.5 million units in the second quarter, and more than 21.7 million units in the first half of 1985, establishing two new industry records, reports the Association of Home Appliance Manufacturers (AHAM).

Second quarter shipments were 8.2% higher than the comparable 1984 period -- the previous record quarter, and year-to-date shipments were 7.2% above last year's record first half.

"The figures for the first six months are good news to an industry eager for a second consecutive record year," comments AHAM President Robert Holding. The industry forecast calls for a 40.4-million-unit shipment in 1985, surpassing 1984's record by one million units.

June shipments of home comfort appliances -- room air conditioners and dehumidifiers -- were down, as expected, because moderate weather prevailed in the East and Midwest.

For practically all other appliances, June shipments were strong. Monthly shipments of microwave ovens (855,100 units), refrigerators (647,500 units), automatic washers (462,500 units), and disposers (354,700 units) were the highest for any June in history.

(MORE)

For dishwashers (322,500 units), dryers (319,100 units), electric ranges (269,600 units) and freezers (136,400 units), shipments were the second highest ever for June.

With consumer confidence, the unemployment rate, the inflation rate and other economic conditions remaining relatively stable, a positive consumer demand for major appliances is likely to continue at its current pace, according to AHAM.

# # #

071885

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
June 1985

	June 1985	June 1984	% Change	Calendar Year to Date 1985	Calendar Year to Date 1984	% Change	Calendar Quarter 1985	Calendar Quarter 1984	% Change
ALL MAJOR APPLIANCES**	**3,830.0**	**3,835.3**	**- 0.1%**	**21,773.5**	**20,312.2**	**+ 7.2%**	**11,524.5**	**10,646.8**	**+ 8.2%**
COOKING - TOTAL	**1,106.9**	**966.5**	**+14.5**	**6,709.7**	**5,326.5**	**+26.0**	**3,464.4**	**2,719.9**	**+27.4**
ELECTRIC RANGES - TOTAL	269.6	265.7	+ 1.5	1,497.6	1,523.1	- 1.7	781.3	766.5	+ 1.9
Free Standing	219.4	216.7	+ 1.2	1,218.9	1,223.0	- 0.3	638.4	620.8	+ 2.8
Built-In	50.2	49.0	+ 2.4	278.7	300.1	- 7.1	142.9	145.7	- 1.9
MICROWAVE OVENS/RANGES	855.1	719.7	+18.8	5,313.6	3,915.3	+35.7	2,737.3	2,010.0	+36.2
HOME LAUNDRY - TOTAL	**781.7**	**701.9**	**+11.4**	**4,517.9**	**4,351.8**	**+ 3.8**	**2,254.3**	**2,040.9**	**+10.5**
AUTOMATIC WASHERS	462.5	428.4	+ 8.0	2,633.5	2,554.6	+ 3.1	1,342.0	1,228.4	+ 9.2
DRYERS - TOTAL	319.1	273.5	+16.7	1,884.4	1,797.2	+ 4.9	912.3	812.5	+12.3
Electric	255.5	217.6	+17.4	1,489.7	1,434.1	+ 3.9	726.5	649.4	+11.9
Gas	63.6	55.9	+13.8	394.6	363.1	+ 8.7	185.8	163.1	+13.9
KITCHEN CLEAN UP - TOTAL	**691.4**	**643.8**	**+ 7.4**	**3,900.0**	**3,865.1**	**+ 0.9**	**1,919.4**	**1,884.6**	**+ 1.8**
DISPOSERS	354.7	331.0	+7.2	2,092.3	2,060.0	+ 1.6	990.0	964.8	+2.6
DISHWASHERS - TOTAL	322.5	296.8	+ 8.7	1,721.9	1,717.1	+ 0.3	884.0	873.1	+ 1.2
Built-In	303.2	279.1	+ 8.6	1,600.6	1,597.0	+ 0.2	830.2	818.0	+ 1.5
Portable	19.3	17.7	+ 9.0	121.3	120.1	+ 1.0	53.8	55.1	- 2.4
COMPACTORS	14.2	16.0	-11.3	85.8	88.0	- 2.5	45.3	46.7	- 3.0
FOOD PRESERVATION - TOTAL	**783.9**	**758.6**	**+ 3.3**	**3,532.4**	**3,669.2**	**- 3.7**	**2,022.0**	**2,006.3**	**+ 0.8**
REFRIGERATORS	647.5	624.3	+ 3.7	2,925.0	3,017.3	- 3.1	1,683.1	1,657.1	+ 1.6
FREEZERS - TOTAL	136.4	134.3	+ 1.6	607.4	651.9	- 6.8	338.9	349.2	- 2.9
Chest	74.3	68.9	+ 7.8	317.6	341.8	- 7.1	178.9	183.3	- 2.4
Upright	62.1	65.4	- 5.0	289.8	310.1	- 6.5	160.0	165.9	- 3.6
HOME COMFORT - TOTAL	**466.2**	**764.4**	**- 39.0**	**3,113.5**	**3,099.5**	**+ 0.5**	**1,864.4**	**1,995.0**	**- 6.5**
ROOM AIR CONDITIONERS	415.6	647.9	-35.9	2,591.1	2,628.5	- 1.4	1,571.9	1,694.6	- 7.2
DEHUMIDIFIERS	50.6	116.5	-56.6	522.3	471.0	+10.9	292.5	300.4	- 2.6
GAS RANGES***	**175.9**	**152.6**	**+15.3**	**867.1**	**842.1**	**+ 3.0**	**444.7**	**422.9**	**+ 5.2**

** Numbers do not add because of overlapping product categories.
*** Source: GAMA. Not included in cooking total or total shipments.

A3350-1

NEWS RELEASE

AHAM

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Johnson
312/984-5816

RECORD JULY

FOR HOME APPLIANCE SHIPMENTS

CHICAGO -- July shipments of major household appliances exceeded 3.3 million units, surpassing the previous July record set in 1984, reports the Association of Home Appliance Manufacturers (AHAM).

Total appliance shipments for the month were 1.7% higher than the same month last year.

Shipments are heading toward a new annual record expected to top 40 million units, according to the industry forecast. Year-to-date shipments exceeded 25 million units and are 6.4% higher than total shipments for the same 1984 period.

Strong replacement demand and new residential construction, accompanied by a low inflation rate and stable consumer confidence and unemployment levels, have contributed to this year's high year-to-date and monthly shipment levels.

Over 727,500 microwave ovens, 306,600 dishwashers and 292,600 disposers were shipped in July, making it the best July ever for these appliances. Shipments of 668,100 refrigerators and 421,800 automatic washers were the second highest ever for July.

# # #

082285

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
July, 1985

	July 1985	July 1984	% Change	Calendar Year to Date 1985	1984	% Change
ALL MAJOR APPLIANCES**	**3,317.7**	**3,260.7**	**+ 1.7%**	**25,091.1**	**23,572.9**	**+ 6.4%**
COOKING - TOTAL	**972.3**	**909.9**	**+ 6.9**	**7,682.0**	**6,236.4**	**+23.2**
ELECTRIC RANGES - TOTAL	261.3	266.9	- 2.1	1,758.9	1,789.9	- 1.7
Free Standing	213.8	218.9	- 2.3	1,432.7	1,441.9	- 0.6
Built-In	47.5	48.0	- 1.0	326.2	348.1	- 6.3
MICROWAVE OVENS/RANGES	727.5	661.8	+ 9.9	6,041.1	4,577.0	+32.0
HOME LAUNDRY - TOTAL	**719.6**	**699.1**	**+ 2.9**	**5,237.5**	**5,050.9**	**+ 3.7**
AUTOMATIC WASHERS	421.8	416.5	+ 1.3	3,055.4	2,971.1	+ 2.8
DRYERS - TOTAL	297.8	282.6	+ 5.4	2,182.2	2,079.9	+ 4.9
Electric	235.4	226.3	+ 4.0	1,725.1	1,660.4	+ 3.9
Gas	62.4	56.3	+10.8	457.1	419.4	+ 9.0
KITCHEN CLEAN UP - TOTAL	**612.9**	**602.2**	**+ 1.8**	**4,513.5**	**4,467.3**	**+ 1.0**
DISPOSERS	292.6	287.3	+ 1.8	2,385.4	2,347.3	+ 1.6
DISHWASHERS - TOTAL	306.6	300.8	+ 1.9	2,028.5	2,017.9	+ 0.5
Built-In	286.7	285.6	+ 0.4	1,887.3	1,882.6	+ 0.2
Portable	19.9	15.2	+30.9	141.2	135.3	+ 4.4
COMPACTORS	13.8	14.1	- 2.1	99.6	102.1	- 2.4
FOOD PRESERVATION - TOTAL	**816.8**	**805.1**	**+ 1.5**	**4,348.6**	**4,474.3**	**- 2.8**
REFRIGERATORS	668.1	652.2	+ 2.4	3,593.1	3,669.5	- 2.1
FREEZERS - TOTAL	148.7	152.9	- 2.7	755.5	804.8	- 6.1
Chest	76.6	79.6	- 3.8	393.2	421.4	- 6.7
Upright	72.1	73.3	- 1.6	362.3	383.4	- 5.5
HOME COMFORT - TOTAL	**196.0**	**244.5**	**- 19.8**	**3,309.5**	**3,344.0**	**- 1.0**
ROOM AIR CONDITIONERS	171.0	186.9	- 8.5	2,762.2	2,815.4	- 1.9
DEHUMIDIFIERS	25.0	57.6	-56.6	547.3	528.6	+ 3.5
GAS RANGES***	**109.4**	**120.8**	**- 9.4**	**974.7**	**962.9**	**+ 1.2**

** Numbers do not add because of overlapping product categories.
*** Source: GAMA. Not included in cooking total or total shipments.

A3350-1

AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Johnson
312/984-5816

RECORD AUGUST

FOR MAJOR HOME APPLIANCES

CHICAGO -- The major appliance industry shipped more than 3.2 million units in August -- the largest August shipment in history, reports the Association of Home Appliance Manufacturers (AHAM).

The August shipment beats the previous record for the month, set just last year, the industry's record year.

A 14.6% increase in cooking appliances led total shipments to the new August record. Microwave ovens (837,800 units) continued to pace the surge with shipments up 17.0% over a year ago. Electric ranges (266,300 units) also were up by nearly 6%.

Compared to similar periods last year, total shipments increased 1.7% for the month and 5.8% for the first eight months.

"A 5.8% year-to-date gain in major appliance shipments is good news to an industry aiming for a second consecutive record year," comments AHAM President Robert Holding. The industry performance also is running ahead of the Gross National Product (GNP) and other indicators of economic growth, which are showing annual increases of only 1-4%.

If shipments for the remaining four months simply equal last year's 12.7 million units, the industry would experience its first 40-million-unit year.

(MORE)

The primary reason for the high year-to-date shipment level is the increase in microwave ovens (up 30.0%), followed by dryers (up 3.9%), automatic washers (up 1.9%) and disposers (up 1.3%).

Editor's Notes:

- August's relatively average room air conditioner shipment showed a 45.4% gain because of comparison with 1984's record low August shipment.
- In addition to the increased shipments of cooking appliances reported by AHAM, August shipments of gas ranges increased by 8.6%, according to the Gas Appliance Manufacturers Association.

# # #

091784

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
August, 1985

	August 1985	August 1984	% Change	Calendar Year to Date 1985	Calendar Year to Date 1984	% Change
ALL MAJOR APPLIANCES**	**3,210.8**	**3,156.9**	**+ 1.7%**	**28,289.2**	**26,729.8**	**+ 5.8%**
COOKING - TOTAL	**1,087.6**	**948.8**	**+14.6**	**8,771.4**	**7,185.2**	**+22.1**
ELECTRIC RANGES - TOTAL	266.3	251.5	+ 5.9	2,027.0	2,041.5	- 0.7
Free Standing	216.9	203.8	+ 6.4	1,650.6	1,645.7	+ 0.3
Built-In	49.4	47.7	+ 3.6	376.3	395.8	- 4.9
MICROWAVE OVENS/RANGES	837.8	715.8	+17.0	6,878.9	5,292.8	+30.0
HOME LAUNDRY - TOTAL	**722.7**	**752.6**	**- 4.0**	**5,960.2**	**5,803.6**	**+ 2.7**
AUTOMATIC WASHERS	424.8	444.6	- 4.5	3,480.1	3,415.6	+ 1.9
DRYERS - TOTAL	297.9	308.1	- 3.3	2,480.1	2,388.0	+ 3.9
Electric	237.6	247.3	- 3.9	1,962.7	1,907.7	+ 2.9
Gas	60.3	60.8	- 0.8	517.4	480.3	+ 7.7
KITCHEN CLEAN UP - TOTAL	**647.9**	**660.2**	**- 1.9**	**5,144.2**	**5,127.5**	**+ 0.3**
DISPOSERS	347.7	334.1	+ 4.1	2,715.9	2,681.4	+ 1.3
DISHWASHERS - TOTAL	285.1	311.0	- 8.3	2,313.6	2,328.9	- 0.7
Built-In	269.5	290.7	- 7.3	2,156.8	2,173.2	- 0.8
Portable	15.6	20.4	-23.5	156.9	155.7	+ 0.8
COMPACTORS	15.0	15.1	- 0.7	114.7	117.2	- 2.1
FOOD PRESERVATION - TOTAL	**668.7**	**710.0**	**- 5.8**	**5,017.3**	**5,184.2**	**- 3.2**
REFRIGERATORS	537.4	577.0	- 6.9	4,130.4	4,246.5	- 2.7
FREEZERS - TOTAL	131.3	133.0	- 1.3	886.8	937.8	- 5.4
Chest	64.7	69.1	- 6.4	457.9	490.5	- 6.6
Upright	66.6	64.0	+ 4.1	428.9	447.3	- 4.1
HOME COMFORT - TOTAL	**83.8**	**85.3**	**- 1.8**	**3,396.1**	**3,429.3**	**- 1.0**
ROOM AIR CONDITIONERS	68.5	47.1	+45.4	2,833.0	2,862.5	- 1.0
DEHUMIDIFIERS	15.4	38.2	- 59.7	563.1	566.8	- 0.7
GAS RANGES***	**158.5**	**145.9**	**+ 8.6**	**1,133.2**	**1,108.8**	**+ 2.2**

** Numbers do not add because of overlapping product categories.
*** Source: GAMA. Not included in cooking total or total shipments.

A3350-1

NEWS RELEASE

AHAM

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Stamos
312/984-5816

BEST SEPTEMBER AND THIRD QUARTER FOR MAJOR HOME APPLIANCES

CHICAGO -- Nearly 3.4 million major home appliances were shipped in September and 9.9 million in the third quarter to establish new shipment records for both periods, reports the Association of Home Appliance Manufacturers (AHAM).

Shipments were up 3.9% in September and 2.3% in the third quarter, compared to the same 1984 periods.

"Record first-, second- and third-quarter shipments bring the industry within reach of a new annual record," comments AHAM President Robert Holding.

Fourth quarter shipments of only 7.8 million units is all that is needed to surpass the annual record of 39.4 million units, set in 1984.

Product categories registering strong increases in September were: home laundry, up 10.5%; food preservation, up 6.6%; and kitchen clean up, up 3.1%.

Year-to-date shipments surpassed last year's same period by over 1.6 million units (5.6%).

Editor's Note: Although home comfort appliances showed a 26.6% gain in September, their shipment levels are at a seasonal low.

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
September 1985

	September 1985	September 1984	% Change	Calendar Year to Date 1985	Calendar Year to Date 1984	% Change	Calendar Quarter 1985	Calendar Quarter 1984	% Change
ALL MAJOR APPLIANCES**	**3,390.3**	**3,263.9**	**+ 3.9%**	**31,679.7**	**29,993.8**	**+ 5.6%**	**9,902.2**	**9,681.6**	**+ 2.3%**
COOKING - TOTAL	**1,114.6**	**1,142.4**	**- 2.4**	**9,886.0**	**8,327.6**	**+18.7**	**3,174.5**	**3,001.1**	**+ 5.8**
ELECTRIC RANGES - TOTAL	278.6	271.3	+ 2.7	2,305.5	2,312.8	- 0.3	806.2	789.7	+ 2.1
Free Standing	230.2	227.1	+ 1.4	1,880.8	1,872.7	+ 0.4	660.9	649.8	+ 1.7
Built-In	48.4	44.2	+ 9.5	424.7	442.6	- 4.0	145.3	139.9	+ 3.9
MICROWAVE OVENS/RANGES	852.5	887.5	- 3.9	7,731.4	6,180.3	+25.1	2,417.8	2,265.0	+ 6.8
HOME LAUNDRY - TOTAL	**835.8**	**756.6**	**+10.5**	**6,796.0**	**6,560.2**	**+ 3.6**	**2,278.1**	**2,208.4**	**+ 3.2**
AUTOMATIC WASHERS	476.2	434.8	+ 9.5	3,956.3	3,850.4	+ 2.6	1,322.8	1,295.8	+ 2.1
DRYERS - TOTAL	359.6	321.8	+11.8	2,839.7	2,709.8	+ 4.8	955.4	912.5	+ 4.7
Electric	282.2	253.8	+11.2	2,244.9	2,161.5	+ 3.9	755.2	727.4	+ 3.8
Gas	77.4	68.0	+13.8	594.8	548.3	+ 8.5	200.1	185.1	+ 8.1
KITCHEN CLEAN UP - TOTAL	**716.4**	**694.7**	**+ 3.1**	**5,860.8**	**5,822.2**	**+ 0.7**	**1,960.2**	**1,957.0**	**+ 0.2**
DISPOSERS	387.0	365.9	+ 5.8	3,103.2	3,047.3	+ 1.8	1,010.4	987.3	+ 2.3
DISHWASHERS - TOTAL	313.2	312.8	+ 0.1	2,626.9	2,641.7	- 0.6	904.9	924.6	- 2.1
Built-In	295.4	294.0	+ 0.5	2,452.1	2,467.3	- 0.6	851.5	870.3	- 2.2
Portable	17.9	18.7	- 4.3	174.7	174.4	+ 0.2	53.4	54.3	- 1.7
COMPACTORS	16.1	16.0	+ 0.6	130.8	133.2	- 1.8	44.9	45.2	- 0.7
FOOD PRESERVATION - TOTAL	**666.8**	**625.5**	**+ 6.6**	**5,684.1**	**5,809.7**	**- 2.2**	**2,152.3**	**2,140.5**	**+ 0.6**
REFRIGERATORS	559.1	519.9	+ 7.5	4,689.5	4,766.4	- 1.6	1,764.5	1,749.1	+ 0.9
FREEZERS - TOTAL	107.7	105.6	+ 2.0	994.6	1,043.3	- 4.7	387.8	391.5	- 1.0
Chest	52.2	49.0	+ 6.5	510.1	539.5	- 5.5	193.5	197.6	- 2.1
Upright	55.5	56.6	- 1.9	484.4	503.9	- 3.9	194.3	193.8	+ 0.3
HOME COMFORT - TOTAL	**56.7**	**44.8**	**+26.6**	**3,452.8**	**3,474.1**	**- 0.6**	**336.9**	**374.6**	**-10.1**
ROOM AIR CONDITIONERS	48.9	40.2	+21.6	2,881.9	2,902.7	- 0.7	288.4	274.2	+ 5.2
DEHUMIDIFIERS	7.8	4.5	+73.3	570.9	571.4	- 0.1	48.5	100.4	-51.7
GAS RANGES***	**182.8**	**172.8**	**+ 5.8**	**1,320.2**	**1,281.6**	**+ 3.0**	**454.9**	**439.5**	**+ 3.5**

** Numbers do not add because of overlapping product categories.
*** Source: GAMA. Not included in cooking total or total shipments.